ABSTRACT OF THE DISCLOSURE

A system in which various feature values possessed by a multimedia object are used to search for a similar object comprises a feature value calculation section configured to calculate one or more types of feature values from the multimedia object which is registered. The system further comprises a category setting section configured to set a category, which is based on the feature value calculated by the feature value calculation section, on a database storing the multimedia object. Further, the system comprises a registration section configured to associate with the multimedia object which is registered, the feature value calculated by the feature value calculation section and the category set by the category setting section and to register the multimedia object, the feature value, and the category into the database.